

A large outdoor billboard for Marlboro cigarettes. The billboard features a man in a light blue button-down shirt and a white cowboy hat, looking down at a cigarette held in his hands. The background is a red and white chevron pattern. The word "Marlboro" is written in large, bold, black serif font across the center. At the bottom, there is a white banner with black text containing a health warning and nicotine/tar information.

# Marlboro

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17 mg. "tar," 1.2 mg. nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: PREGNANT WOMEN WHO SMOKE RISK FETAL INJURY AND PREMATURE BIRTH**